



Emergency Public Information (EPI) Subcommittee

Highlights EPI Subcommittee Teleconference Wednesday, July 13, 11:30–12:30 PM EDT

Participants

Steve Arnold, Wastren-EnergX	Bill Hawkins, DOE HQ
Pat Bjerke, ORISE	Melanie Hayden, Mission Support Alliance
Sarah Davenport, U.S. DOE	Jeff Leifel, ORISE
Jeff Donaldson, NNSS	Steve Lockett, DOE HQ
Marie Dunkle, M.K. Dunkle Consulting	Shelley Martin, NETL
Debra Dyer, U.S. DOE	Vicki Pleau, EOTA
Sally Fitzgerald, U.S. DOE	Tim Sellnow, University of Kentucky
Jim Giusti, Savannah River Ops	Shari Veil, University of Kentucky
Brad Hansard, Argonne National Laboratory	Elizabeth Waldron, EOTA
Holly Hardin, ORISE	

Welcome

The EPI Subcommittee met on Wednesday, July 13, 2011, via conference call.

2011 EPI Subcommittee Workshop Debrief

The Emergency Management Issues Special Interest Group (EMI SIG) Emergency Public Information (EPI) Subcommittee held an annual workshop on Monday, May 2, 2011 in Charleston, SC. The Workshop included presentations focused on emergency public information, hostile action-based drills, presentation skills, new technologies, and a path forward planning session. James Giusti, Public Affairs Officer, Savannah River Site Operations, was re-elected as Subcommittee Chair and Darwin Morgan, Public Information Officer, NNSS, was re-elected as Co-Chair.

2011-2012 Objectives

- 1) Develop policy guidance on EPI social media use within the DOE/NSA Complex. In order to complete, the EPI Subcommittee will:



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- 1.1 Use current DOE sites social media use to benchmark established systems
- 1.2 Develop a model for other sites to follow
- 1.3 Develop training on the model
- 1.4 Offer a "train the trainer" session on the model for site social media "gatekeepers"
- 1.5 Ask Headquarters for support to approve policy guidance on EPI social media use and provide resources to support the development of the model.

Action Items:

- The Subcommittee is looking for volunteers to serve on a task group to identify benchmark social media systems within the DOE/NNSA Complex to develop a suggested model for sites to follow.
 - If you have an interest in:
 - Social Media
 - Training
 - Policy
 - Serving on an exciting task group

Please contact, Holly Hardin (holly.hardin@orise.orau.gov) or Jim Giusti (james-r.giusti@srs.gov) to serve on a social media task force for the Subcommittee.

- Jim Giusti will contact the DOE New Media Office within Public Affairs to develop a partnership and discuss implications of DOE's *Social Media Guidance for Public Communications*.
- 2) Develop a technology resource guide for Joint Information Center (JIC) media monitoring equipment.

Action Items:

- Holly Hardin will contact Sandia National Laboratory and Lawrence Livermore National Laboratory to survey media monitoring equipment.
 - The Oak Ridge Reservation and Nevada National Security Site JICs are upgrading Media Monitoring equipment and will incorporate equipment configuration and estimates into a document for use by the sites.
- 3) Partner with other EMI SIG working groups/subcommittees (COOPWG, TECHWG, Exercise and Drill Subcommittee, etc.) via conference call or LiveMeeting during the annual planning period to discuss lessons learned, common issues and share ideas, specifically to share information on cloud computing and technology resources for EPI.



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Updates:

- Marie Dunkle is the Training Subcommittee Liaison to the EPI Subcommittee. If EPI Subcommittee members need resources or input on EPI training, please work with Marie and the Training Subcommittee.
- The Technology Working Group will hold a webinar on WebEOC and WebFusion July 21, 2011 at 1 PM EDT. If interested in participating, please contact Holly Hardin (holly.hardin@orise.orau.gov).

EPI Subcommittee Fall Live Meeting

The EPI Subcommittee will meet via webinar using Microsoft Live Meeting on Wednesday, October 5, 2011, 12:30pm-2:00pm EDT.

Presentations during the Live Meeting may include:

- Techniques for exercising social media
- Lessons learned from Nevada National Security Complex response to fires
- Lessons learned from Los Alamos National Laboratory social media response to Las Conchas fire
- Whew! No more programming those VCRs - Going electronic in the JIC Media Monitoring Room
- EPI lessons learned from the Oak Ridge Reservation EOC/JIC Active Shooter Tabletop

More information will be provided at a later date, including the Live Meeting Agenda. If you would like to suggest a presentation topic/speaker, please contact Holly Hardin (holly.hardin@orise.orau.gov).

EPI Subcommittee Quarterly Conference Calls

The EPI Subcommittee revised its quarterly conference call schedule as to not conflict with the Exercise and Drills Subcommittee conference calls. The EPI Subcommittee conference call schedule has been revised to reflect this change.

- Wednesday, October 12, 2011, 12:30pm-1:30pm EDT
- Wednesday, January 11, 2011, 12:30pm-1:30pm EST
- Wednesday, March 21, 2011, 12:30pm-1:30pm EST



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Site Updates and Open Discussion

Nevada National Security Site activated its JIC due to wildfires and established a social media monitoring position. Lessons learned from the response will be shared with the Subcommittee at a later date. Check out social media updates on NNS's official Facebook page at: <http://www.facebook.com/NNSANevadaSiteOffice>, and on its official Twitter site at: <http://twitter.com/#!/NNSANevada>.

The Oak Ridge Reservation (ORR) JIC is in the process of purchasing media monitoring equipment to transition to a complete electronic set-up. An equipment list will be shared with the Subcommittee. Additionally, the ORR JIC conducted a joint active shooter tabletop with the EOC. Once the After Action Report is complete, Debra Dyer will share lessons learned from the tabletop.

EOTA released the EPI-230DT EPI and Social Media Tutorial. The free, online training is available through the EOTA website at <http://eota.doeal.gov>.

The 3rd International Joint Topical Meeting on Emergency Preparedness & Response and Robotics & Remote Systems will be held August 7-10, 2011, in Knoxville, TN. The conference is a forum for the discussion of the social, regulatory, scientific, and technical aspects of emergency management and robotics for hazardous environment applications. A number of EMI SIG members will present at the conference on a variety of emergency preparedness topics including radiological dispersal and improvised nuclear devices, public and media relations, social media, emergency response systems and equipment, security issues and analysis, and consequence modeling and assessment. The conference program and more information may be found on the conference website at: <http://eprsd.org/index.html>.

Wrap-up

The next teleconference is scheduled for Wednesday, October 12, 2011, 12:30-1:30 PM EST. **Please note the time change. The conference call agenda will be sent at a later date.